

TWO DOLLARS **FOR ONE**

The business instinct of every man and woman in this town ought to be awakened by any proposition that promises such returns.

Without any ifs or ands the Daily News uncompromisingly and unequivocally offers to every advertiser--either want ad or big display, it makes no difference--just double the number of readers that can be offered by any other newspaper medium read in Amarillo.

This is not "two-time talk" in any sense except that the Daily News gives two times the results for your money.

When you buy advertising space you are buying CIRCULATION only. The Daily News would like to SHOW you that you get just what is claimed.

If you want to EXPERIMENT or extend charity, good will, or something of that kind, go ahead and spend good advertising money to "help somebody out."

**If you WANT TO ADVERTISE
let the Daily News SHOW
you where you can get re-
turns for your money**